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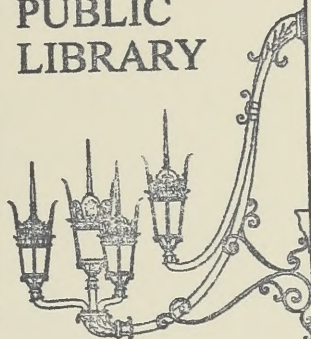
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FANEUIL HALL MARKETPLACE

BACKGROUND OF FANEUIL HALL MARKETPLACE

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Faneuil Hall Marketplace is being redeveloped into a contemporary urban commercial center in the heart of downtown Boston. Adjacent to Faneuil Hall, the Marketplace consists of three long parallel buildings: Quincy Market, North and South Market buildings and the streets between. The Market complex was developed by Mayor Josiah Quincy in 1826 as an extension of Faneuil Hall, Boston's first public food market. The three buildings, designed in the Greek Revival Style by architect Alexander Parris, were built on filled land once used as the town dock. Because the project was initiated by city government using reclaimed land, the Markets project of 1826 is often referred to as America's first example of urban renewal. The Markets, considered the architectural pride of Boston, remained in continuous operation, but fell into disrepair and neglect in the late 1950's,

The redevelopment of the Market complex began in 1964 as part of the Boston Redevelopment Authority's Waterfront Urban Renewal project. With city renewal funds and a \$2 million HUD grant, the BRA acquired the buildings, relocated the food wholesalers, installed new utilities throughout the six-acre area, and restored the exterior facades.

In 1973 The Rouse Company of Columbia, Maryland, was designated by the BRA as developer of the Markets. The Rouse Company with the architectural firm of Benjamin Thompson and Associates, Cambridge, Massachusetts, created and are executing a plan to revitalize Mayor Quincy's legacy.

The Quincy Market has been restored to a contemporary food center. A glass canopy has been added to both sides of the building enabling the Market to maintain an open air ambience all year long. Individual food stores offer meat, fish, poultry, dairy goods, vegetables, fruit, wine, coffee, and gourmet delicacies. Specialty shops

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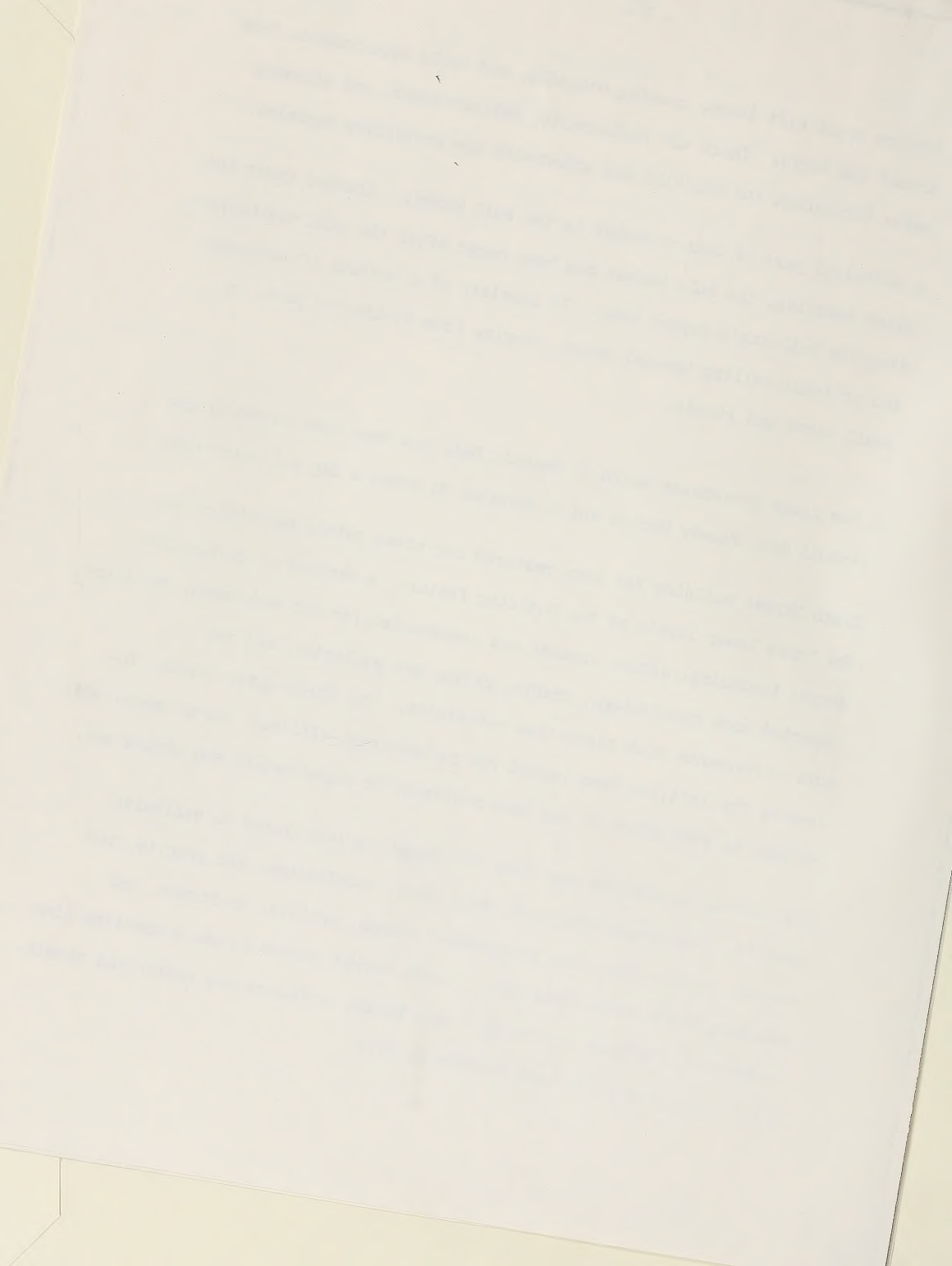
feature small gift items, cooking utensils, and table appointments from around the world. There are restaurants, delicatessens, and sidewalk cafes throughout the building and underneath the protective canopies.

A principal part of Quincy Market is the Bull Market. Located under the glass canopies, the Bull Market has been named after the bull weathervane atop the building's copper dome. It consists of a variety of merchants and artisans selling unusual wares, ranging from pickles to pots, in small carts and stands.

A new glass greenhouse north of Faneuil Hall has been constructed by the Faneuil Hall Flower Market which operates 24 hours a day all year round.

South Market building has been restored for mixed retail and office use. The three lower levels of the building feature a variety of distinctive shops, including: fashion apparel and accessories for men and women, furniture, imported home furnishings, crafts, gifts, art galleries, and two more restaurants with night-time activities. The three upper levels, including the loft, has been leased for contemporary offices. North Market will re-open in 1978 after it has been restored for mixed retail and office use.

The streets separating the three buildings are now closed to vehicular traffic. Landscaped and paved with brick, cobblestone, and granite, the streets provide space for merchandise stands, artists, craftsmen, and changing promotional activities. South Market Street is the connecting link to Boston's "Walkway to the Sea" that begins at Government Center and terminates at the new 4 1/2 acre Waterfront Park.



BACKGROUND ABOUT THE ROUSE COMPANY

The Rouse Company is one of the nation's leading real estate development and mortgage banking firms. The first commercial developer to open an enclosed regional shopping mall, The Rouse Company is known throughout the retailing and development industries for its innovative shopping center design and management expertise.

James W. Rouse, Chairman of the Board, has described the company as being in the business of building environments. This work includes finance, research, planning, development, construction and management of projects in both urban and suburban areas.

The company is headquartered in Columbia, Maryland, a new city for 100,000 people being developed by The Rouse Company in a joint venture with Connecticut General Life Insurance Company.

Founded in 1939, the company has been publicly owned since 1966. The Rouse Company presently owns and operates 26 retail centers in ten states and Canada. These centers total more than 17 million square feet and include over 2,300 shops and services. They are located in Florida, Georgia, Kentucky, Maryland, Massachusetts, North Carolina, New Jersey, Ohio, Pennsylvania, and Texas, and Ontario and Quebec, Canada.

An additional 3 million square feet in new projects and mall expansions are currently under construction or in design. These include major downtown retail projects in Santa Monica and Philadelphia, new regional centers in Fort Worth and Suburban Baltimore and Cleveland, and an expansion of its Cherry Hill in New Jersey.

The new city of Columbia is the company's largest project. Being developed on 14,000 acres midway between Washington, D.C. and Baltimore, Md., the city, now nine years old, has a population of more than 40,000 people living in more than 12,000 homes, apartments and condominiums. More than 700 businesses and industries have also located in Columbia, along with a wide range of cultural, entertainment, health, educational and recreational facilities.

The Rouse Company has also developed the 72-acre Village of Cross Keys in north Baltimore, a highly regarded in-town community of apartments, townhouses, shopping, hotel and entertainment facilities, offices and a variety of recreational activities. In Voorhees Township, N.J., the company is developing Echelon, a new "urban center" for the burgeoning Philadelphia-South Jersey region, planned to house about 10,000 people in 3,000 apartments and townhouses. A major regional shopping center, offices, a regional library, YMCA, and recreational facilities also are part of Echelon.

James W. Rouse & Company, the firm's mortgage financing subsidiary, ranks as one of the nation's largest mortgage banking companies, arranging both commercial and residential financing and servicing more than \$1 billion in loans for institutional lenders. James W. Rouse & Company is also headquartered in Columbia, with branch offices in Baltimore, Chicago, Los Angeles, San Francisco and Washington, D.C.

SUMMARY SHEET ON QUINCY MARKET

SIZE OF QUINCY MARKET: The original building is 535 feet long and 65 feet wide. The glass canopies are 435 feet long and 26 feet wide. The building contains 85,000 square feet of retail space.

THE MERCHANTS: 63 permanent merchants occupy the Quincy Market; 53 are local merchants, 6 represent regional chain stores; 4 represent regional chain stores; 4 represent national chain stores. The Bull Market consists of 30 changing artisans and craftsmen.

THE SHOPPERS, ACCORDING TO A MARKET SURVEY NOVEMBER, 1976:

- 1) the average age is 37
- 2) 65% live and work within the Boston Metropolitan Region
- 3) 54% come by private car and travel 20 miles
- 4) 30,000 people visit Quincy Market on an average day

SALES:

- 1) Quincy Market in its first year of operation has achieved an outstanding performance. Sales per square foot are projected to be \$300 on an annual basis.
- 2) The Bull Market sales per square foot are projected to be \$500 on an annual basis.

ECONOMIC IMPACT:

- 1) Quincy Market provides 700 jobs for full and part-time workers.
- 2) New ventures: 12 merchants started business in Quincy Market. 48 merchants started new types of business.

MARKET FARE:

- 5 restaurants
- 9 meat, cheese, and produce stalls
- 7 groceries
- 3 seafood
- 11 delicatessens
- 12 bakeries, sweet shops, and ice cream
- 4 florists
- 12 houseware shops
- 63 TOTAL

A faint, light gray watermark of the Faneuil Hall facade is centered in the background. It features a triangular pediment supported by four columns, with a base consisting of two horizontal steps.

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<https://archive.org/details/faneuilhallmarke00fane>

PRINCIPALS INVOLVED IN THE REDEVELOPMENT OF
FANEUIL HALL MARKETPLACE

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617-725-4611

Planning - Redevelopment Authority..... Robert F. Walsh, Director
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Developer..... James W. Rouse, Chairman of the Board
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Architect..... Benjamin Thompson, President
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Contractor..... George Macomber
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